

Social Media Toolkit

November - December 2019

It is critical for our communities to ensure a complete and accurate count during the upcoming 2020 Census. Good communication means informing all residents of key 2020 Census points and to dispel any existing misinformation. It is our goal that this toolkit will be your guide to utilize when communicating about the Census.

Talking points will be developed and shared throughout the duration of the 2020 Census to provide messaging that is easy to understand and provide key information for City of Long Beach residents. We will ensure all partners continue to be provided with these resources when they are developed. Material provided will be translated in Spanish, Khmer, and Tagalog.

We need your help in getting the message out regarding the importance of Census, its security and how to participate in the census. We are asking all partners to regularly share information through their communication channels to educate, motivate and activate the residents of Long Beach. For more information visit www.longbeach.gov/census.

The Guide currently provides:

- 2020 Census Communication Phases
- Messaging content for the month of November and December
- 2020 Census: 5 Key Talking Points

For additional questions contact:

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2020 Census Communication Phases:

Educate	Motivate	Activate
October 2019 – Dec 2019	January 2020 -March 2020	April 2020 – August 2020
Early education and outreach to increase the understanding of the values of the Census and the importance of getting a complete count through digital media and community outreach.	Motivate the residents of Long Beach to respond to the 2020 Census. Addressing any questions and concerns they might have through community outreach and digital media.	Reminding residents to complete the Census through the various platforms that are provided. Support residents in completing the Census through digital and language support.

Sample Social Media Post

NOTE: This content is ready for publication. Please feel free to customize caption.

Photo	Facebook	Twitter
<p>Week 1&2: November 1-9</p> 	<p>April 1, 2020 is our next National Census Day! EVERYONE gets counted, both citizens and noncitizens of all ages and genders.</p> <p> #LBCounts2020 #2020Census</p>	<p>April 1, 2020 is our next National Census Day! EVERYONE gets counted, both citizens and noncitizens of all ages and genders.</p> <p> #LBCounts2020 #2020Census</p>

Week 3: November 10-16



11/11: Make sure the Veterans in your life get counted in #2020Census. U.S. funding for government programs that provide services for veterans are determined by an accurate count.

#VeteransDay #LBCounts2020

<https://www.census.gov/acs/www/about/why-we-ask-each-question/veterans/>

11/13: Share your #2020Census knowledge with those around you. On #WorldKindnessDay 🌍 do something kind for your community's future by ensuring your family, friends and neighbors understand the importance of participating in the next Census. www.longbeach.gov/census
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Week 4: November 17-23



11/17: Attn Students 🧑 Remember to count yourself in the next #2020Census! Where you reside on April 1, 2020 is where you get counted. Stay tuned for more information at www.longbeach.gov/census

#InternationalStudentsDay #LBCounts2020

ICYMI: The citizenship question will NOT be included in the #2020Census questionnaire. The @uscensusbureau is counting EVERYONE 🧑 and ensuring the data you provide is completely protected 🔒. #LBCounts2020

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Week 5: November 24-30



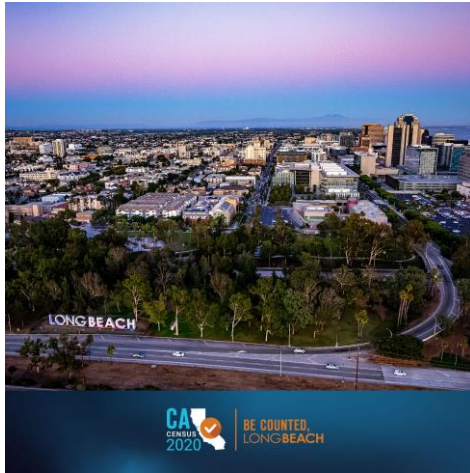
11/28: There is always something to be thankful for! This #Thanksgiving 🦃 lets pledge to get counted in the #2020Census making the best possible future for your children and families. #LBCounts2020

11/30: The #2020Census has gone digital! 📺 Your data is protected 🔒 by law making participation convenient and safe. For more information on how the @uscensusbureau is protecting your data visit: #ComputerSecurityDay 🖥️ #LBCounts2020

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Week 6: December 1-7



Did you know being counted in the #2020Census gives you a voice in our government? Your count makes sure you are represented fairly. Lets get our voices heard Long Beach! #LBCounts2020

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Week 7: December 8-14



Hey Long Beach residents, you still have time to apply for @uscensusbureau jobs 📋 Get out and become a part of the #2020Census. Visit ➡️ <https://2020census.gov/en/jobs>

12/14: Lets get counted Long Beach! Remember every person living in your home gets counted in the #2020Census. Visit www.longbeach.gov/census for more information. #GingerbreadDecoratingDay

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Week 8: December 15-21



For each person counted in the #2020Census the community can receive up to \$2k per year for the next ten years. Funds go towards resources in the City of Long Beach that support education, housing, health, transportation and much more. Your count matters! #LBCounts2020

#CensusFact: 3 out of 4 Californians belong to one or more hard-to-count(HTC) community. @longbeachcity is at a high risk of an undercount, learn about how our city is reaching those HTC communities. Lets get counted Long Beach! www.longbeach.gov/census #LBCounts2020

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Week 9: December 22-31



Have you heard yet... the #2020Census is happening. Being counted is important for you, your family and community. Visit www.longbeach.gov/census to learn how the Census benefits you for the next decade. #LBCounts2020

12/31: Are you looking for a New Years resolution? Make completing the #2020Census part of your 2020 goals! Happy #NYE Long Beach 🎉.

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2020 Census: 5 Key Talking Points

1. Every 10 years, the federal government is required to count every person residing in the U.S. through a national Census. April 1, 2020 is our next National Census Day.

- a. Article I, Section 2 of the U.S. Constitution establishes the basis for a complete population count (actual Enumeration) every 10 years to determine the number of Congressional representatives that each state gets.
- b. Both citizens and noncitizens of all ages, regardless of criminal history, must be counted.

2. An accurate and complete count means you are helping make the best possible future for your children and families.

- a. Decision Making: Government, businesses, nonprofits and foundations use Census data to allocate funding, define where services are delivered and promote economic development.
- b. Federal Funding: The community receives about \$2,000 per person that is counted every year for ten years. These funds go towards critical resources in the City of Long Beach that support education, housing, health, transportation and more.
- c. Political Representation: The Census data determines the number of U.S. representatives each state sends to congress and sets district boundaries. Your count gives you a voice in our government and makes sure you are represented fairly.

3. Participating in the Census is safe.

- a. Federal law protects the data you give to the census bureau. Your information can never be used against you. It is against the law for anyone to share your information with other government agencies, courts, immigration enforcement or the police.
- b. Census workers will only contact you by mail, phone or in-person at your home. They will never contact you by email. Do not give your email address to a census worker or open any emails that claim to be from the Census Bureau.
- c. If a Census worker comes to your home, ask to see their identification and official U.S. Census Bureau badge.

d. The citizenship question will NOT be on the Census questionnaire. However, we know that this subject caused great anxiety and stress to many members of our community. Census responses are protected by extra layers of privacy laws and that the Census Bureau does not share census questionnaire information with any federal, state or local agency.

4. The Census questionnaire has gone digital, meaning residents now have the opportunity to fill it out online.

- a. The U.S Census Bureau will send you a postcard in the mail to complete the survey online. You can also complete census by mail, phone, in-person or at the various Census Action Kiosk's (CAK's) throughout the City of Long Beach.
- b. You will be asked 9 questions, for example, the number of individuals in your home (including children of all ages), your age and race.
- c. There will be NO Citizenship status question on the official Census questionnaire.
- d. Make sure you ONLY fill out Census questionnaire with the official U.S. Census Bureau logo. The official Census questionnaire will NEVER ask you for your Social Security Number, banking or credit card information.

5. The City of Long Beach is at a high risk for an undercount 2020 Census. There are many barriers that the City needs to overcome to have a successful count.

- a. California has historically been the hardest-to-count (HTC) state in the nation. Three out of four Californians belong to one or more groups that tend to be undercounted.
- b. Broadband Access: For the first time the U.S. Census Bureau will rely on self-response through online questionnaire, presenting a barrier for those with limited digital access, lack of digital literacy or cybersecurity concerns.
- c. Reduced Field Capacity: There will be fewer local offices, less field staff, less in-person and telephone follow-ups. As a result of reduced field capacity the Census results will primarily depend on data collection via the internet.
- d. Language Access: The U.S. Census Bureau will provide 2020 Census Questionnaires in English and Spanish. The City of Long Beach will work towards providing translations for the city's diverse population to accommodate the high populations of Khmer and Tagalog speaking communities.